Proposed Communications Strategies

Presented by Tony Castrilli, Director
Office of Communications
October 27, 2008

City of Alexandria, Virginia

Goal: Work in partnership with the Motorcoach Task Force to communicate important messages to City residents, employees, and the media about Task Force decisions and City policies regarding operation of motorcoaches in Old Town Alexandria.
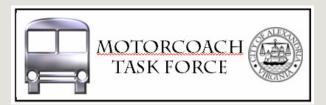
City of Alexandria, Virginia

Objectives:

- Keep residents informed about motorcoach-related developments and policies
- Help City staff become familiar with and knowledgeable about motorcoach policies and procedures
- Work with Transportation and Environmental Services to promote motorcoach-related resources and policies to the community

City of Alexandria, Virginia

Method:
Work in partnership with the Motorcoach Task Force to develop short- and long-term communications strategies using a combination of electronic, print, broadcast tools, media relations and other professional services.

City of Alexandria, Virginia

Electronic Tools

Web Box: Front page item incorporating links to press releases, maps, podcasts, videos and other associated content

Special Features: In-depth, long-term placement of Web pages incorporating press releases, downloadable materials, maps, video, podcasts and other associated content

Video or Audio Podcast: Five-minute interviews with decision makers, linked to Web Boxes, Web Features, or highlighted on the City's Podcast page.

E-News: Electronic message service, offered by subscription, to 3,000+ City residents

City of Alexandria, Virginia

Print Tools

Articles in FYI Alexandria

Articles in CityNews

Press Releases

Posters, brochures, and related materials $

Paid advertising in local newspapers $

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Broadcast Tools/Activities:

City of Alexandria Government Access Channel 70
Informational slides on community bulletin board

Comcast Local Access Channels
Public Service Announcements
Cable Channel 69 Programming
Mayor Euille Today, Newsmakers

City of Alexandria, Virginia

Professional Services:

- Media Relations
- Pitching Stories to Media Outlets
- Developing Media Opportunities
- Media Strategy Development
- Project Management
- Event Coordination and Promotion
- Graphic Design and Web Development
- Editorial Services and Content Development

Successful Internal Projects:

- Ethanol Transloading Facility
- Election Day 2008
- Eco-City Alexandria Initiative
- Mirant Power Plant
- Emergency Preparedness

City of Alexandria, Virginia

MOTORCOACH TASK FORCE

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www.alexandriava.gov/communications

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